

CONTRACT



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 581761 /		<u>Alt Order #</u> 09837292
<u>Product</u> COORS FOR CONGRESS		
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Estimate #</u> 2735	
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KDVR	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 1	31	10/16/12	10/16/12	M-F 5-530a Good Day	5a-530a		:30			NM	0	\$0.00
D 2	31	10/17/12	10/17/12	M-F 5-530a Good Day	5a-530a		:30			NM	0	\$0.00
D 3	31	10/18/12	10/18/12	M-F 5-530a Good Day	5a-530a		:30			NM	0	\$0.00
D 4	31	10/19/12	10/19/12	M-F 5-530a Good Day	5a-530a		:30			NM	0	\$0.00
D 5	31	10/22/12	10/22/12	M-F 5-530a Good Day	5a-530a		:30			NM	0	\$0.00
D 6	31	10/16/12	10/16/12	M-F 530-6a Good Day	530-6a		:30			NM	0	\$0.00
D 7	31	10/17/12	10/17/12	M-F 530-6a Good Day	530-6a		:30			NM	0	\$0.00
D 8	31	10/18/12	10/18/12	M-F 530-6a Good Day	530-6a		:30			NM	0	\$0.00
9	31	10/19/12	10/19/12	M-F 530-6a Good Day	530-6a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	----F--			1	\$450.00				
D 10	31	10/22/12	10/22/12	M-F 530-6a Good Day	530-6a		:30			NM	0	\$0.00
D 11	31	10/16/12	10/16/12	Good Day Colorado	6a-7a		:30			NM	0	\$0.00
D 12	31	10/17/12	10/17/12	Good Day Colorado	6a-7a		:30			NM	0	\$0.00
D 13	31	10/18/12	10/18/12	Good Day Colorado	6a-7a		:30			NM	0	\$0.00
D 14	31	10/19/12	10/19/12	Good Day Colorado	6a-7a		:30			NM	0	\$0.00
D 15	31	10/22/12	10/22/12	Good Day Colorado	6a-7a		:30			NM	0	\$0.00
D 16	31	10/16/12	10/16/12	Good Day Colorado	7a-8a		:30			NM	0	\$0.00
17	31	10/17/12	10/17/12	Good Day Colorado	7a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	--W----			2	\$300.00				
18	31	10/18/12	10/18/12	Good Day Colorado	7a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	---T---			2	\$300.00				
D 19	31	10/19/12	10/19/12	Good Day Colorado	7a-8a		:30			NM	0	\$0.00
20	31	10/22/12	10/22/12	Good Day Colorado	7a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	M-----			2	\$300.00				
21	31	10/16/12	10/16/12	Good Day Colorado	8a-9a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

<u>Contract / Revision</u> 581761 /		<u>Alt Order #</u> 09837292
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> COORS FOR CONGRES	<u>Estimate #</u> 2735
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				2	\$175.00			
22	31	10/17/12	10/17/12	Good Day Colorado	8a-9a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				2	\$175.00			
23	31	10/18/12	10/18/12	Good Day Colorado	8a-9a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				2	\$175.00			
24	31	10/19/12	10/19/12	Good Day Colorado	8a-9a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				2	\$175.00			
25	31	10/22/12	10/22/12	Good Day Colorado	8a-9a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$175.00			
26	31	10/16/12	10/16/12	Regis & Kelly	90130a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				2	\$150.00			
D 27	31	10/17/12	10/17/12	Regis & Kelly	90130a-10a		:30			NM	0	\$0.00
D 28	31	10/18/12	10/18/12	Regis & Kelly	90130a-10a		:30			NM	0	\$0.00
D 29	31	10/19/12	10/19/12	Regis & Kelly	90130a-10a		:30			NM	0	\$0.00
30	31	10/22/12	10/22/12	Regis & Kelly	90130a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$150.00			
D 31	31	10/21/12	10/21/12	FOX News Sunday	8a-10a		:30			NM	0	\$0.00
32	31	10/16/12	10/16/12	Judge Judy	4p-5p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				2	\$325.00			
33	31	10/17/12	10/17/12	Judge Judy	4p-5p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				2	\$325.00			
34	31	10/18/12	10/18/12	Judge Judy	4p-5p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				2	\$325.00			
D 35	31	10/19/12	10/19/12	Judge Judy	4p-5p		:30			NM	0	\$0.00
36	31	10/22/12	10/22/12	Judge Judy	4p-5p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$325.00			
D 37	31	10/20/12	10/20/12	News Sa 530-6p	530p-6p		:30			NM	0	\$0.00
D 38	31	10/21/12	10/21/12	News Sunday 5p-530p	5p-530p		:30			NM	0	\$0.00
D 39	31	10/21/12	10/21/12	News Su 530-6p	530p-6p		:30			NM	0	\$0.00
40	31	10/18/12	10/18/12	MLB Championship Ser	2p-CC		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$2,500.00			
41	31	10/19/12	10/19/12	MLB Championship Ser	2p-CC		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$2,500.00			
D 42	31	10/22/12	10/22/12	Bones Mon 7-8p	7p-8p		:30			NM	0	\$0.00
D 43	31	10/20/12	10/20/12	College Football Lat	5p-cc		:30			NM	0	\$0.00
44	31	10/16/12	10/16/12	M-F LN 9p-930p News	9p-930p		:30			NM	1	\$1,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

<u>Contract / Revision</u> 581761 /		<u>Alt Order #</u> 09837292
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Product</u> COORS FOR CONGRESS
<u>Advertiser</u> Coors/R/Congress		<u>Estimate #</u> 2735
		<u>Original Date / Revision</u> 10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,500.00			
45	31	10/17/12	10/17/12	M-F LN 9p-930p News	9p-930p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,500.00			
46	31	10/18/12	10/18/12	M-F LN 9p-930p News	9p-930p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,500.00			
47	31	10/17/12	10/17/12	M-F LN 930p-10p	930p-10p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,100.00			
48	31	10/19/12	10/19/12	M-F LN 930p-10p	930p-10p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,100.00			
49	31	10/22/12	10/22/12	M-F LN 930p-10p	930p-10p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,100.00			
D 50	31	10/20/12	10/20/12	Sa LN 9p-930p	9p-930p		:30			NM	0	\$0.00
D 51	31	10/20/12	10/20/12	Sa LN 930p-10p	930p-10p		:30			NM	0	\$0.00
D 52	31	10/21/12	10/21/12	Su LN 9p-930p	9p-930p		:30			NM	0	\$0.00
Totals											37	\$20,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	37	\$20,000.00	\$17,000.00
Totals	37	\$20,000.00	\$17,000.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.